

Wakefern Food
Corporation



J. Casey

D.M. 17/4/93

T&D. 17/4/93

S.R.M. 1/1/1

S.A.M. 1/1/1

By End July

CC: ALL SALES PERSONNEL

Dear Retail Partner:

We are pleased to announce the signing of the ShopRite/Wakefern Retail Merchandising Program with Philip Morris. In order to maximize payments, the below listed minimum criteria must be adhered to for the length of the contractual period.

- **CARTONS:** In order to obtain maximum payment, the Philip Morris share of inventory, visibility and signage must be equal to 42% (+/- 5%) of the total primary cigarette department. This will include both self-service and non self-service carton merchandisers and/or departments. (Top shelves on Philip Morris fixtures; vertical merchandising on RJR fixtures.)
- **PACKS:** In order to obtain maximum payment, the Philip Morris share of inventory, visibility and signage must be equal to 42% (+/- 5%) on all self-service and non self-service pack merchandisers. Philip Morris must have top of all Philip Morris fixtures.
- Stores merchandising cigarettes at express checkout must utilize 42% (+/- 5%) of space allocation for Marlboro brand.
- "Basic" brand packing must be present and stocked in all participating stores.

CC: DAWN

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Writer's Direct Line _____

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